To:

Scully, Alice, 1200 - New York Region (SCULLYA)

From:

DDA:MSMAIL=rjrwss/rjrp10/1244; O=rjrem; P=wsx400; A=rjr; C=us

7/19/96 15:55 Posted: Opened: 7/23/96 15:55

Subject: Vantage Championship - Week of Sept. 23



Debble,

As requested, following are the Profiles for Steve Rosenthal, Bonanza Trading Associates and Barry Feldman, Harold Levinson Associates, who have accepted the Invitation to the Vantage Championship - week of September 23rd.

George H. Moulton

cc: A. Scully

[[ROSENTHL.DOC : 2584 In ROSENTHL.DOC]][[FELDMAN.DOC : 2585 In FELDMAN.DOC]]

Direct Account (Yes/No): Yes

• EFT (Yes/No/NA): Yes • % EFT: 1

% EFT: 100%

If Wholesaler, Number of Branches:

• If Wholesaler, Number of Retail Outlets Served: 5,000+

If Wholesaler, Major Chains Supplied: King Kullen (45 stores)

If Not Direct Account, Major Cigarette Supplier:

Merchandising Profile

 Participates in VAP/DPC/Blackline stickering - 19% of business is promoted and account participates in all programs.

Current RJR Business Issues (Hot Topics)

Blackline/stickering - cost vs. payments

Golf

Personal

Spouse Janice

Home Address:

45 Hamlet Drive

Commack, NY 11725

Interests:

Education/Civic-Political-Business Associations and Activities/Etc.

NYS Association of Wholesale Candy & Tobacco Distributors

 Name:
 Steve Rosenthal
 Company:
 Bonanza Too L.C.C.

 Title:
 CEO
 Telephone:
 718 617-0211

 Bronx NY 10459
 Fax:
 718 617-2649

 Chain/SIS #:
 705237

History/General Information of Chain/Account (I.E., ownership, acquisitions, restructuring, etc.)

- Steve & his partners Bob Randazzo & Gerry Brennan own 20% of Bonanza Too; Klein Candy owns 80%.
- Bonanza has dropped their retail business and has concentrated on selling to Sub-jobbers.
- Klein Candy purchases 99% of all cases and delivers them to Bonanza overnight; Bonanza makes deliveries to their Sub-jobbers. Bonanza Too has become a satellite for Klein Candy.

Business Profile

- . Trading Area: NY Metro
- Type of Operation: Tobacco/Candy/Grocery
- Partners Plan/Participation: Plan A- RJR SOM 10.6%
- Private Label: PM-Best Buy sold as full price savings
- Direct Account (Yes/No): Yes
 EFT (Yes/No/NA): Yes
 % EFT: 90%
- If Wholesaler, Number of Branches:
- If Wholesaler, Number of Retail Outlets Served: 38 Sub-jobbers
- If Wholesaler, Major Chains Supplied:
- If Not Direct Account, Major Cigarette Supplier:

Merchandising Profile

٠

Current RJR Business Issues (Hot Topics)

- Bonanza wants promotions that they can sell to their Sub-jobbers in large quantities, i.e. B1G1F.
- Is Bonanza reporting Newport sales so that Klein will not show increases in their Lorillard SOM.
- Bonanza limits RJR purchases to promotional product.
- Bonanza was the best in customers service re: S/R prebooks and packing DPC promotions. Since the buyout, their service has slipped due to manpower problems and inventory control.
- Klein will not let Bonanza keep an inventory of our most frequently used DPC brands.
- RJR F P SOM 9.9% / RJR SAV SOM 9.6%/COMPANY SOM 10.6% thru May.
- BASE FP SOM 11.3/ BASE SAV SOM13.3/ BASE CO. SOM 11.7.
- Projected payment is .06 per carton.

Personal

Spouse: Cindy

Home Address:

Wants everything sent to his business address

Interests: Golf/Travel

Education/Civic-Political-Business Associations and Activities/Etc.

NYS Association of Wholesale Candy & Tobacco Distributors.